

SERFF Tracking Number: UHLC-126732559 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46278
Company Tracking Number: LA25311ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: Group Medicare Supplement
Project Name/Number: Print ad/LA25311ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Group Medicare Supplement SERFF Tr Num: UHLC-126732559 State: Arkansas
TOI: MS08G Group Medicare Supplement - SERFF Status: Closed-Filed State Tr Num: 46278
Standard Plans 2010
Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: LA25311ST State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton
Disposition Date: 07/23/2010
Date Submitted: 07/21/2010 Disposition Status: Filed
Implementation Date Requested: On Approval Implementation Date:
State Filing Description:

General Information

Project Name: Print ad Status of Filing in Domicile: Pending
Project Number: LA25311ST Date Approved in Domicile:
Requested Filing Mode: File & Use Domicile Status Comments:
Explanation for Combination/Other: Market Type: Group
Submission Type: New Submission Group Market Size: Large
Overall Rate Impact: Group Market Type: Association
Filing Status Changed: 07/23/2010 Explanation for Other Group Market Type:
State Status Changed: 07/23/2010
Deemer Date: Created By: Michelle Ambach
Submitted By: Tammy Frederick Corresponding Filing Tracking Number:
LA25311ST

Filing Description:

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. This advertising is new and does not replace any material previously submitted to the Department.

This Invitation to Inquire is a Medicare Supplement Advertisement. The Policy Form Number GRP79171 GPS-1 appears on the attached advertisement.

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All disclaimers are at least 10pt. Variable copy is phone/address/monthly premium.

Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
680 Blair Mill Rd. 215-902-8444 [Phone]
Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut
185 Asylum Street Group Code: 707 Company Type: Life and Health
Hartford, CT 06103 Group Name: State ID Number:
(860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

Filing Fees

Fee Required? Yes
Fee Amount: \$150.00
Retaliatory? No
Fee Explanation: 50.00 per component. 2 components.
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$150.00	07/21/2010	38188723

Correspondence Summary

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	07/23/2010	07/23/2010

SERFF Tracking Number:	UHLC-126732559	State:	Arkansas
Filing Company:	UnitedHealthcare Insurance Company	State Tracking Number:	46278
Company Tracking Number:	LA25311ST		
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Product Name:	Group Medicare Supplement		
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Disposition

Disposition Date: 07/23/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>UHLC-126732559</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>46278</i>
<i>Company Tracking Number:</i>	<i>LA25311ST</i>		
<i>TOI:</i>	<i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS08G.001 Plan A 2010</i>
	<i>Plans 2010</i>		
<i>Product Name:</i>	<i>Group Medicare Supplement</i>		
<i>Project Name/Number:</i>	<i>Print ad/LA25311ST</i>		

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	LETTER	Filed	Yes
Form	OUTSIDE ENVELOPE	Filed	Yes

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Form Schedule

Lead Form Number: LA25311ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 07/23/2010	LA25311ST	Advertising	LETTER	Initial		45.000	LA25311ST.pdf
Filed 07/23/2010	OA25078S	Advertising	OUTSIDE T ENVELOPE	Initial		45.000	OA25078ST.pdf

The price of having the freedom to choose your own doctor?

<Bar Code>
<Name>
<Address 1>
<Address 2>
<City>, <ST> <ZIP>

You might be surprised



Medicare supplement plans K and L have monthly premiums starting at <\$\$> – AND you still get to choose your own doctor who accepts Medicare.

When it comes to health insurance plans, you have options. You could choose a Medicare Advantage plan with a very low monthly premium that makes choices for you – like which doctor you can see and which hospitals you can go to. Or, for monthly premiums starting at <\$\$>,* you could choose a Medicare supplement insurance plan that gives you the freedom to make your own choices.

With a Medicare supplement insurance plan, you can choose your own doctors and hospitals that accept Medicare patients. And with AARP® Medicare Supplement Insurance Plans K and L, insured by UnitedHealthcare Insurance Company, your monthly premiums might surprise you.

over please...

One brief call can help you make a choice that works for you.

Now could be a great time to join the many people who are AARP® Medicare Supplement Insurance Plan holders. To find out if one of these plans meets your needs, talk to a licensed insurance agent/producer today at [1-XXX-XXX-XXXX], TTY 711.

*Rate shown is for Plan [X] for a 65 year-old non-tobacco user. Your rate may be different. Please call to determine what your specific rate may be. [1-XXX-XXX-XXXX].

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.

Plans K and L are worth a look.

Looking for a plan with stable benefit structures that don't change from year to year? Are you comfortable with the idea of a plan that only covers some of Medicare's deductibles, co-insurance and co-payments in exchange for reduced premiums? One of these plans could meet your needs. And AARP Medicare Supplement Plan rates are competitive, which is especially important in these economic times.

Medicare supplement insurance plans offer:

- The opportunity to see any doctor or go to any hospital that accepts Medicare patients
- No networks and absolutely no referrals needed to see specialists
- Help paying for some of your approved Medicare Part B expenses that Medicare doesn't pay

The only Medicare supplement plans with the AARP name offer:

- Competitive group rates for AARP members. You must be an AARP member to enroll.
- The customer service you come to expect with the AARP name

Once you're enrolled, you'll have access to value-added services like a 24-hour Nurse HealthLine,¹ free gym membership,² discounts on prescription drugs³ and more. These services are not part of the AARP Medicare Supplement Plan benefits, are not insurance, are subject to geographic availability and may be discontinued at any time.

One brief call can help you make a choice that works for you.

Now could be a great time to join the many people who are AARP® Medicare Supplement Insurance Plan holders. To find out if one of these plans meets your needs, talk to a licensed insurance agent/producer today at [1-XXX-XXX-XXXX], TTY 711.

¹OptumHealth is the provider of Nurse HealthLine. OptumHealth nurses cannot diagnose problems or recommend specific treatment and are not a substitute for your doctor's care. These services are not an insurance program and may be discontinued at any time. All decisions about medications, vision care and health and wellness care are between you and your health care provider.

²The services provided by the SilverSneakers program are made available as a courtesy to AARP members insured by UnitedHealthcare Insurance Company (United) and are not part of insurance coverage, subject to geographic availability and may be discontinued at any time. AARP and United do not endorse and are not responsible for the services or information provided by this program. Consult a health care professional with questions about your health care needs.

³The AARP Prescription Discount Program is provided by Walgreens Health Initiatives. The AARP Prescription Discount Program is not a licensed pharmacy nor is it prescription drug insurance. These discounts are only available at participating network pharmacies, including Walgreens Mail Services.

AARP does not recommend health related products, services, insurance and programs. You are strongly encouraged to evaluate your needs.

Insured by UnitedHealthcare Insurance Company, Horsham, PA. Policy Form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

This is a solicitation of insurance. An agent/producer may contact you.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, producers, representatives or advisors.

Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.



Medicare Supplement Plans
insured by **UnitedHealthcare**
Insurance Company

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U.S. POSTAGE
PAID
UNITEDHEALTHCARE

OA25078ST

AARP® Medicare Supplement Insurance Plans insured by
UnitedHealthcare Insurance Company
P.O. Box 1017 • Montgomeryville, PA 18936-1017